

## Montgomery County: Keeping It SAFE: Under Twenty-one Alcohol Prevention Coalition

Deter underage alcohol use and reduce youth access to alcohol

*Under 21 alcohol use is illegal, unhealthy, and unacceptable*

November 2016

Dear Principal, faculty, youth leaders,

Keeping It SAFE: Under 21 Alcohol Prevention Coalition (KIS) is a multi-agency, public-private, countywide team established in 1992 with the following goals:

- To deter underage alcohol use.
- To reduce youth access to alcohol

KIS promotes the message that under 21 alcohol use is illegal, unhealthy, and unacceptable. KIS follows the Communities Mobilizing for Change of Alcohol (CMCA), a model program of the Substance Abuse and Mental Health Services Administration; [Http://www.nrepp.samhsa.gov](http://www.nrepp.samhsa.gov).

KIS invites middle and high school age youth to participate in the annual video contest to create a 30 second public service message addressing the risks and dangers of under 21 alcohol use. The contest was started in 2004. Please note: *this is not an anti-drunk driving video contest*. The contest is open to teams of 2 or more youth enrolled in Montgomery County public or private schools or in faith-based or service-based organizations.

The *winning teams*, not individuals, will receive\* the following:

❖ High School teams: 1<sup>st</sup> place: \$1000-trophy, 2<sup>nd</sup> place: \$500-trophy, 3<sup>rd</sup> place: \$250, 4<sup>th</sup> place: \$100

❖ Middle school teams: 1<sup>st</sup> place: \$500, 2<sup>nd</sup> place: \$250, 3<sup>rd</sup> place \$100, Honorable Mention

*The contest and cash prizes are sponsored by the Automated Traffic Division-Montgomery County Department of Police. \* The checks will be made out to the school, church or organization. [Tax ID number is required]*

For contest applications, guidelines and submission details see

[www.montgomerycountymd.gov/dlc/education/kis/coalition](http://www.montgomerycountymd.gov/dlc/education/kis/coalition).

View previous winning videos: [www.montgomerycountymd.gov/dlc/education/kis/coalition](http://www.montgomerycountymd.gov/dlc/education/kis/coalition)

Public Schools: a DVD of the previous year's winners has been sent to the Health Department contact.

Entries will be accepted from January 30 through February 3, 2017 by 4:30 pm.

Each video entry should have

- Appropriate label
- A cover page
- A team reflection

The message will be judged by adults from the Keeping It SAFE Coalition and local Montgomery County youth. Results will be announced via email before the April/May awards event.

Winners *will be required to attend* the celebration event to receive their cash awards. All contest participants will be recognized at the April/May community awards event. Winning videos will be shown at the event. Special guests, community, and family will be invited.

We encourage your youth teams to participate. Please contact KIS with any questions or concerns

Sincerely,

*Meg Baker, CPP*, KIS Team Leader: [dlc.kis@montgomerycountymd.gov](mailto:dlc.kis@montgomerycountymd.gov)

“This contest is held by an agency of Montgomery County Government and, as such direct distribution of the flyers to students is permitted by Policy CAN, Informational Materials and Announcements.”

KIS is an independent Montgomery County community coalition.

C/O MC Department of Liquor Control, Community Outreach Office, 201 Edison Park Drive Gaithersburg MD 20878

KIS phone: 240-777-6652; KIS web site: [www.montgomerycountymd.gov/kis](http://www.montgomerycountymd.gov/kis)

- MC Dept of Police
- MC Dept of Liquor Control
- MC States' Attorney Office
- Maryland-National Capital Park Police
- MC Project Prom/Grad.
- MC District Court Judges
- Emer. Nurses' Assoc.
- Washington Regional Alcohol Program
- Brave & Bold Coalition
- Sandy Spring Vol. Fire Dept.
- Arise and Flourish [www.ariseandflourish.org](http://www.ariseandflourish.org)
- Concerned community members

### Supporters

MCDP Automated Traffic Division  
Stage 2 Video Editor  
Humanity Television  
MCCPTSA  
W\*USA9  
MC Recreation Dept  
MCPS Instructional TV  
Mothers Against Drunk Driving (MADD)  
MC Prevention Office